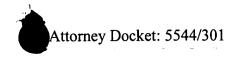
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## **ABSTRACT**

In order to selectively reinforce portions of a material web, a cutting and laminating device efficiently produces the required reinforcing strips and then laminates them to the web. In order to efficiently and accurately produce these reinforcing strips, a cross web shear is utilized which is capable of cutting required reinforcing strips from the fairly large web of reinforcing material in an accurate manner. Once cut, a holding and positioning device is capable of grabbing onto the reinforcing strip and appropriately positioning it next to the primary material web. A separate laminator can then attach this reinforcing strip to the web at a desired location.